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ABSTRACT

The categories of news flow research and the objectives of readership studies were combined in a pilot field experiment in audience reaction to and interest in foreign news. Using both projective and behavioral measures, the study explored media use patterns and story preferences. In particular, it investigated the effect on reader interest of manipulation of story treatment. Treatments used were "conflict," "impact," "affinity," and "personification." Significant differences in interest scores for stories across treatment were found. In addition, these differences were in the direction that news flow research would predict, with violence having the highest interest score. However, the conflict treatment manipulation did not result in interest scores comparable to those for violent subject, suggesting that the observed journalistic tendency to emphasize the negative aspects of events is not consistent with public interests and selection. The findings suggest that if journalists wish to enhance a foreign news item that might not otherwise attract interest, they should emphasize the home country angle ("impact" or "affinity") rather than the negative or conflict dimensions. (Author/FI)

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PUBLIC INTEREST IN FOREIGN NEWS

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PUBLIC INTEREST IN FOREIGN NEWS

While the recent debates in Unesco have certainly focused attention on the issue of foreign affairs reporting and readership in the United States,[1] the area is hardly new to communications research. Work in America by John Robinson,[2] John Lent,[3] Al Hester,[4] George Gerbner[5] and Sparkes and Robinson,[6] among others,[7] has contributed to the development of a helpful base of data and theory. Overseas, particularly in Scandinavia, this field of research is perhaps even more developed, with significant research by Ostgaard,[8] Galtung and Ruge,[9] Sande,[10] and Karl Rosengren.[11]

Still, the literature on international news flow offers less information and insight than one might hope it would. Empirical data on press performance is still limited and largely descriptive. Moving from such descriptive content analysis studies, researchers have further sought to identify professional and system factors which might account for the particular patterns of foreign reporting thus documented. Yet while such studies have become quite sophisticated in their categories, they still tell us little about public behavior per se. Readership studies, on the other hand, have delved into public utilization of available news content, but have paid very little attention to foreign news as a discrete category and have seldom broken the category down any further.

To help address this research gap, the project here reported combined the categories of news flow research with the objectives of readership studies, in a pilot field experiment in audience reaction to and interest in foreign news. In addition to providing more exact information about public news habits and and interests, this approach can also provide an interesting check on the validity for the market place of news values which have been hypothesized through news flow research or identified in communicator studies. In the

longer term, such an approach can provide helpful guidance to the press itself by way of suggesting how audience interest might be maximized for foreign affairs coverage.

News Flow Research

Although existing research in news flow and readership might be limited in what it tells us about audience attitudes and behavior, this research does nevertheless provide us with many hints as to what we might reasonably expect to find. Working first from the news flow literature as represented by the studies identified above, a basic list of news values can be drawn up. These values are hypothesized to operate through the gatekeepers (reports and editors) to determine what events in the "real world" become news.

1. Duration: short time span events are more likely to receive coverage than continuing developments. They can be quickly investigated and reported.[12]

2. Simplicity: simple events will be reported before complex events which might be difficult to understand or explain.[13]

3. Impact: items which are thought to have relevance for the audience will be selected more often than matters which have no immediate bearing.[14]

4. Prominence: large scale events will be covered more often than similar developments on a smaller scale. Prominence could also involve the importance of the persons or countries involved (elite persons and nations.)[15]

5. Conflict: included here are the areas of violence, crime, confrontation, catastrophe, etc. Such matters will be more often reported than peaceful developments.[16]

6. Novelty: unusual occurrences or oddities will receive press attention far beyond their actual importance. So-called Human Interest stories would fall in this category.[17]

7. Affinity: events socially or culturally familiar will receive more attention in the news than the unfamiliar.[18]

8. Personification: events with strong personal dimensions will receive more attention than broader social or natural events.[19]

While this list is not meant to be exhaustive, it does represent the news values which researchers have hypothesized are the most important. In particular the values of impact and conflict have been singled out as the qualities of an event which will most certainly assure attention by the news media.[20]

In addition to event characteristics, Galtung and Ruge in particular have suggested that two other principles operate in the reporting of news. First, the more of these characteristics or news values an event possesses, the more likely it is to be selected as news (the Additive hypothesis).[21] Second, the value of stories is enhanced by stressing, sometimes stretching, aspects of an event which are judged as particularly newsworth (the Complementary hypothesis).[22] An example of the Complementary hypothesis would be the reporting of social developments from the perspective of a "man on the street."

Taking such theoretical considerations from news flow research, then, the question is whether such supposed journalistic news values are also audience news values. Which are the more important values, and for whom? Is there an additive effect, and does it increase the attractiveness of a story to "play up" certain dimensions, consistent with news value theory?

Readership Studies

The vast majority of readership studies have not paid much attention to foreign news, and those which have, measured reader interest in foreign news per se, with little or no further refinement of the category.

In 1958, Krieghbaum measured the amount of foreign news reading by newspaper subscribers, finding that 21 percent read all and 36 percent read some foreign news. He also found that 48 percent of subscribers read all and 29 percent read some local news.[23] Further, 35 percent of this national sample wanted more local news, while only 14 percent expressed interest in more inter-

national news (the figures for national news were almost exactly the same as for international.) On the other hand, a 1969 study found that, proportionally, foreign news was read as much as national and local news. Of all local and national stories, around 19 percent were read on the average.[24]

Comparing print and broadcast media as sources of foreign news, a study in Seattle found newspapers preferred over broadcasting in adequacy of coverage of foreign news.[25] Forty seven percent thought that newspapers provided the best coverage, 35 percent thought that broadcasting did. Most studies, however, have found a general preference for television. Palmgreen and Clark found that, in agenda-setting terms, television was the more important medium for national and international affairs.[26] Similarly, Raymond Lee found television preferred when he asked subjects which medium they would believe in the event of conflicting reports on the same national or international event over television and in the newspaper. Seventy six percent said they would believe television, 24 percent said newspapers. On other critical scales, (honest, trustworthy, reliable, expert and substantive) television was judged significantly better than newspapers. Only on the issue of accuracy was the newspaper judged slightly better, but both media were on the low end of the scale.[27] The national Roper polls[28] and a study by Gary Coldevin[29] found people most often claiming television as their preferred source of international news. (Still Robinson found more people had read a newspaper "yesterday" than had viewed a television news program.[30]) Grotta, Larkin and DePlois similarly found some evidence the public prefers television as a source of foreign news.[31]

One study which did try to bridge news flow and readership research, although without any particular attention to foreign news, was conducted in 1970 by L. Erwin Atwood.[32] In comparing subscriber's and newsmen's story preferences, he expected to find concurrence on the priority of conflict as a news value, and limited concurrence on the prominence dimension. He found instead that

relevance (impact) was the public's preferred news value and conflict was second. As expected, prominence did not emerge as important. He found no differences when controlling for standard demographic variables, including education. (Atwood acknowledges, however, that the meaning of the Impact item is in doubt due to confounding with economic content.) Atwood's finding on the conflict factor was partially replicated by Ryan in a subsequent study of the news selection patterns of low SES non-white urban residents. In fact, Ryan generally found that traditional news values (such non-content factors as prominence or impact) did not predict selection as much as had been anticipated. He observes that perhaps "content free news values that journalists and journalism students are taught to use in evaluating news" are more complex and less important than has been supposed.[33]

On the basis of such readership research, then, we should generally expect to find television the preferred medium for international news, both in terms of medium dependency and credibility. Concerning the operation of news values, there is at least some evidence that priorities established by news flow research(i.e.the dominance of conflict or negativism) will not hold true for the public. Further there is some evidence that such non-content factors generally might not be totally determinative of reader interest in foreign news stories.

Research Questions

The questions pursued in this study are in two basic categories: medium utilization and story interest.

A. Medium utilization for international news:

1. Which medium, television or newspaper, is more preferred as a source of international news?

2. What are the dimensions of medium preference· how are newspapers and television judged with regard to such elements as timeless, relevance and depth?

3. Which of the media have the highest credibility for international news?

B. Story interest.

1. Which content or non-content factors are more important in story interest?
2. Does the Additive hypothesis hold when news values are combined?
3. Does the Complementary hypothesis hold when a basic story is rewritten to emphasize different news values, such as conflict or relevance?

To supplement the usual demographic controls, the study also controlled for frequency of media use, and attitudes related to foreign affairs and foreign policy development. The attitude scales were designed to measure cynicism and feelings of personal efficacy in the area of foreign affairs. These measures were developed as an extension of the "civic attitude" effect studied by Poindexter and McCombs.[34] The basic expectation was that persons with high cynicism and low sense of personal efficacy would generally be less positively inclined towards foreign news, and would have lower attention for foreign affairs.

Methodology

A systematic random sample of 240 Syracuse, NY households was selected from the Syracuse telephone book. Interviewers were instructed to alternatively take the male or female head of household. The sample frame was restricted to the Southeastern quadrant of the city, with the first such household encountered within each skip interval taken for the sample. It was understood that such a restriction on the sample would result in an above average education and household income, thus limiting the generalizability of the findings. Interviews were completed for 201 households, 84.5 percent of the total sample.

The key part of the interview involved an interest ranking by each subject on a selection of stories. A five point sort scale was used, with five representing maximum interest, and one total non-interest. The stories themselves were fictitious accounts, written and prepared to look like actual stories which had been clipped from a newspaper.

A political and economic story were prepared for each of the treatment types, and used for each country. The other four subjects, however, received only the "straight" treatment for all countries. The factors and headlines used follow:

Subject Factors	Country Factors	Treatment Factors
Politics	Great Britain	Straight
Business/economics	Japan	Conflict emphasis
Violent crime	Canada	Impact emphasis
Human Interest	Nigeria	Personification
Sports		
Cultural affairs		

Headlines used for Subject and Treatment

Nigeria Changes National Laws
Angry Debate Over Nigerian Legal Reforms
Nigerian Government Follows U.S. Model
A Nigerian Citizen Ponders Political Future
Nigerian Trade Policy Seeks Self-Sufficiency
Nigerian Government Attacks Greedy Merchants
U.S. Profits as Nigerian Imports Rise
Short Food Supply for Nigerian Housewives
Soldier Shoots Five at Busy Market
Son of Nigerian Laborer Wins Honors
Nigerian Basketball Team Sets Out On World Tour
Nigerian Minorities Assert Cultural Identities

The four countries were chosen to satisfy two criteria. First, none of those chosen were featured in any major news events in the month preceding the field work. (Two other countries which had originally been chosen were dropped when political revolutions vaulted them into the headlines.) The media were also monitored to check for major stories during the field work period which might bias the measures. None occurred. The second criterion was that of providing differences on eliteness and affinity. Great Britain represents a familiar

elite country. Japan is elite, but not culturally as familiar. Canada is familiar, but not elite. Finally, Nigeria was chosen as both nonfamiliar and nonelite.

The treatment factors were difficult to apply. The "straight" treatment was intended to provide the neutral condition, against which the three special treatments could be compared. But doubts linger as to whether adequate treatment control was indeed achieved. Also, it was subsequently judged that the impact treatment for the political story was perhaps more affinity than impact. (The stories declared that the political reforms were modeled after the U.S. constitution.) As a consequence, full matching of treatments and countries was not achieved for the political and economic stories.

Besides the possibility of sensitization, this total of 48 stories was judged too repetitious and time consuming for each subject to sort. Therefore, the stories were divided into four sets, such that each subject would judge only one treatment condition for each country-subject combination of the political and economic stories, and only one country variation of each of the remaining subject stories.

Each interviewer was instructed to systematically rotate through the four sets of stories. The first subject would sort set 1, the second subject set 2, and so forth. As a check on equal administration of the four sets, all interviews were labeled according to set used, and tabulations made at the end of the interviewing. Balanced use of the sets was confirmed.

This design created some problems for analysis of the resultant data. When the Main Effects of the subject, country, and treatment variables were tested for, different but overlapping groups had to be compared. For example, in computing the effect of the conflict treatment, mean scores for all stories with this treatment were averaged together (thus controlling for all variations

of country and subject). However, four different, randomly determined subgroups within the sample accounted for the scores on these conflict treatment stories. One subgroup rated the Political-Canada-conflict story, but another group rated the Political-Japan-conflict story, and so on. To provide for the significance tests, therefore, each subject was represented in more than one cell of the factorial design created by the factor combinations. Consequently, we had neither a pure factorial design, nor a true repeated measures design. The more conservative approach was taken, and the cells treated as independent. Although this meant more sampling error would be allowed for than would actually be the case (given that we did have repeated measures mixed with independent measures), this loss was somewhat compensated for by the artificial inflation of the sample size from the multiple entry of subjects in the factorial cells. An independent samples T test was used as the test for significant differences.

Results

As anticipated, the sample was biased towards the high SES. Forty-seven percent of respondents had some college education and another 27.5 percent had attended graduate school. Only 25.5 percent had no college education. The sample was about evenly divided by sex (48 percent female and 52 percent male) and contained a national proportion (11 percent) of blacks. Thirty-one percent of the sample was between 20 and 30 years old, 43 percent between 31 and 60 years, and 26 percent older than 60.

General news media utilization is summarized in table 1. The noteworthy finding is the high level of self-reported newspaper use. This finding is consistent with Robinson's data indicating that persons are more likely to have read a newspaper recently than to have watched television news. When demographics were controlled for (See table 2) there was no significant difference for general media use by education or sex. Only age is important, with under 30's significantly lower in newspaper reading, and the over 60's watching tele-

vision network news significantly more.

When subjects were asked about source for free recall foreign news stories (discussed below, see table 8) the results again fit with current research.[35] Television is the most often mentioned source or first source. While newspapers might generally be used more frequently, it is television which shows up as the most frequently mentioned source of foreign news stories.

Turning to the scores for the attributes of television and newspapers as sources of foreign news, we see that television is judged slightly ahead on currency, interesting news, and considerably so on accuracy. Newspapers score better on the depth factor alone. (See table 3) Once more previous research is supported.[36]

In controlling for demographics, some interesting differences emerge (see Table 4) for education and sex. This data can be summarized as follows. Women are more positive in their evaluation of television as a source of foreign news than are men, and women are more pronounced in their preference for television over newspapers than are men. An examination of table 4 shows that women have rated newspapers lower than men did on the individual qualities, and rated television higher than did men.

Low education subjects judged television news significantly better than did high education subjects on several attributes. The most notable gap is found in perceived utility. Low education subjects are more pleased with the service of both newspapers and television, but their satisfaction with television is considerably more pronounced. (As the pattern for high education was similar to that for men generally, results were examined when both were controlled for. Education was found to operate independently of sex.)

In summary, then, even though frequency of newspaper use is higher for the entire sample than is frequency of television news viewing, television emerges as the more important medium for foreign news per se. This could

suggest a division of labor along the lines of that found by Palmgreen and Clarke with regard to the agenda-setting influence of television news vs. newspapers. What they found for national issues could be extended to international issues. And finally our data suggest that television is comparatively more important for women than men, and for lower educated persons as a source for foreign news. Only those with graduate level education express an overall preference for newspapers.

Turning now to the matter of subject interest in foreign news, it is first to be noted that the study was designed to provide two types of information. One set of questions was basically self-reporting (what subjects <u>say</u> they do) while a second set of questions more directly measured behavior (what subjects <u>actually</u> do.)

The majority of the sample (81%) self-reported at least moderate interest in foreign news, with 26 percent indicating they were very interested and 18% indicating slight or no interest. Further, interest was found to be highly associated with education (Gamma = .46 $p < .001$). Table 5 provides the results of an open ended question concerning areas of the world that subjects were particularly interested in, and their evaluation of the adequacy of current amount of news coverage for these areas. By the present data, the majority of the sample appears satisfied with the amount of news they are currently receiving about their preferred areas.

When subjects were asked about <u>types</u> of foreign news - that is, content areas - some interesting patterns emerge which can subsequently be compared with the story ratings. This projective data would lead us to believe that readers are finding too many stories on violence and too few on culture and social customs (see Table 6). There is also an expressed interest for more news of

"ordinary people" and of social problems in other countries. Such findings would seem at variance with news flow research wherein Conflict has been identified as a news value of utmost importance, and areas such as cultural development are not considered of high news value. In applying controls expressed interested in both cultural news and social problems correlated highly with education (see Table 6). Even in the low education group, though, the majority (over 80%) were satisfied with present levels or wanted more.

Key points of these projective measures, then, are: a majority of the sample expressed a moderate to strong interest in foreign news; but only a small proportion of the sample expressed a desire for more news from specific countries or regions; a strong majority of the sample wanted less news of violence and more news of "ordinary people," while the college educated also wanted more cultural and social news.

We now turn to the results of the behavioral measures, the first of which is recall of stories. Table 7 presents summary data on the response to an open-ended question on news stories generally which caught the attention of subjects over the preceding week. Here we find a higher level of recall for international stories than for local or national. The accuracy of the recall was not so much our concern as was the salience such recall patterns might suggest. This data suggests that foreign news is a salient category. (Specific attention was taken in the interviewing to not mention foreign news per se prior to this question.)

Next respondents were specifically asked about countries which were known to have been covered in the local media over the preceding weeks. Table 9 indicates the percentage of subjects that recalled these stories. The numbers are consistent with those for free recall, with around half of the sample being able to recall four of the stories, but very high numbers confessing they had seen or heard nothing about important political developments in Boliva and Afghanistan. (So much for Afghanistianism.)

In controlling for both media use and demographics, foreign news story recall was found to be associated with both network news viewing and education. The fact that foreign news recall was found to be more highly associated with network television viewing than with newspaper readership suggests that the self-reported preference for television for foreign news might indeed be valid. That is to say, television is, currently at least, the more important source of foreign news for our subjects.

It should also be noted again that education was found to be correlated with expressed interest in foreign news, suggesting a chain of reasoning wherein high education involves more interest in foreign affairs, which in turn promotes more concerted attention to foreign news stories. The fact that education was not found to be associated with media use also suggests the interpretation that it is the quality of attention rather than amount of media exposure which accounts for this higher recall of foreign news by higher educated subjects. (Robinson, on the other hand, has suggested that the better educated have a wider network of exposure that works independently of media use per se.)[36]

Finally, we come to the interest ranking of the stories (see Tables 10,11 and 12). As a measure of main effect on viewer interest, an average interest score was computed across all stories containing a particular factor level. For example, eight stories featured the conflict treatment, but each with a different combination of country and subject.

The most obvious result (see Table 10) is that now the violence factor emerges as a high news value, despite previous expressions against too much violence in the news. The reversal is far from total, however, as the conflict treatment is a poor second to the impact and affinity treatments. Subjects were most interested in our political and economic stories when they were written from the standpoint of the United States (i.e. U.S. will gain from economic developments, political changes are similar to U.S. system.) This is parallel to what Atwood found in his sutdy of local and national news. National stories

with local relevance were rated high.[37]

Table 12 provides an interesting comparison. Here the rankings of subject areas from story rating measures and from projection measures are compared. It suggests that people underepresent their interest in violence and overestimate their interest in cultural affairs and human interest. What does appear to hold is interest in economics and disinterest in politics in foreign news. The limitation on this interpretation is that the two sets of measures are not exactly comparable, as one uses general areas while the other is based on particular stories.

The story scores also provided some test of the elite nation hypothesis (see Table 11.) Interest in stories of England and Japan, two elite nations, were higher than one nonelite nation (Nigeria) but lower than another nonelite nation (Canada). These figures suggest that eliteness might not be as important as affinity in determining reader or viewer interest. The high Canadian interest, however, could be affected by the proximity of Canada to Syracuse. Obviously a wider range of countries would have to be compared before a clear reading on the relative importance of these two factors is possible.

Finally, table 10 provides us with a check of the Complementary and Additive hypotheses suggested by Galtung and Ruge. If the Additive Hypothesis were to hold with our stories, the most highly rated story should be the business story written about Canada with Impact treatment. In fact this story received the second highest score, but just .02 points below a similar story about Japan, which fits the same pattern. The Complementary Hypothesis would be supported if we found that all Subject-Nation combinations received their highest interest score with the Impact or Affinity treatment, and this is indeed what the data show.

In an attempt to increase the explanatory power of the study, subjects

were asked a series of Likert scale questions which measured attitudes toward individual efficacy in world affairs and general cynicism towards themselves as an actor in the international arena. It was found, contrary to the expectation of the study, that these attitudes did not correlate either with general media use or with foreign news recall. Although there were only a few significant differences in these attitudes when controlling for sex and age, considerable differences emerged when controlling for education. (See Table 15). Generally, less educated subjects were less sure of their role in world affairs, more willing to leave matters to government, and more overpowered by international affairs. But still, even with these attitude differences, media use and foreign news recall were not significantly affected. (It should be pointed out again that foreign news story recall did correlate positively with education, as did positive attitudes. However, positive and noncynical attitude still did not correlate with story recall.)

Discussion

It is unclear how one should react to the prospect that television is in fact the dominant source of foreign news for the American public. Certainly the medium is less well suited to in depth reporting than are newspapers and magazines, but how important is this fact? Between news magazines and special newspaper features, considerable information on international affairs is already available to those interested in it. Perhaps further research will show that, while the public learns about more events with television, they still learn more about selected events through other sources, including newspapers. If such were true, then certainly one implication of this study would not be that newspapers should de-emphasize foreign coverage. Perhaps the implication is that they should play more to their strength and provide more analysis, with less concern for a "news of the day" approach to foreign affairs.

The findings of this pilot study generally support implications which could be drawn from general news flow and readership studies concerning public preferences with regard to foreign news. By using the field experiment approach, and thereby supplementing the more common self-report measures of media behavior, the study has demonstrated again what Robert Bower discovered about media behavior: what people say they do and what they actually do are not always the same. The caution here of course is that our experiment involved a limited number of story choices for subjects. While the countries used were selected to avoid unnatural short term salience, country effect must be limited to the specific four here used. Additional studies, with other countries representing levels of eliteness and affinity, will be needed for valid generalizations about such news values.

However, manipulation of topic and treatment nevertheless did produce significant differences in interest scores across the sample. Further, these differences were in the direction that news flow research would suggest we predict (even though some of the self-reporting scores tended to contradict such a prediction.) The very important qualification however, is that conflict treatment manipulation did not result in interest scores comparable to those for the violent subject. This would suggest that the observed journalistic tendency to emphasize the negative aspects of events, regardless of subject, is not consistent with public news interests and in in foreign news selection. If a journalist wishes to enhance a foreign news item he suspects otherwise might not attract interest, it is the home country angle he should play on (impact or affinity) rather than the negative or conflict dimensions. John Hohenberg was right, then,when he suggested foreign journalists need to ask: "How do other people solve their problems? Are they like ours? How can we learn from them? What do they have that will help us? What do they do that is better than what we do? Can we use it to help ourselves?"[38]

In suggesting such an approach to international reporting, however, we must consider the implications for journalistic values and style generally. For one of the attractions of negativism or conflict as a news value is surely that it is easy to apply. Properly bridging between cultures and nations, however, requires a certain depth of understanding, and careful investigation. The question which then must be asked is first, whether publishers are interested in such journalistic activity; and second, whether American journalists, at least, are properly equipped to so perform? While conflict emphasis might be justified in terms of news values, it might also constitute a default position, and as such, be less easily displaced.

Perhaps most surprising in this study was the failure to find meaningful impact on foreign news attitudes or behavior by political cynicism and low sense of personal efficacy. While further study and analysis might yet reveal some effect, the present data suggests that people "hang in there" over a range of cynicism and sense of personal power. There are some very important implications here for coping behavior. Further study needs be conducted in this area to more precisely identify the limits of people's tolerance before willingness to cope begins to drop off seriously.

Another line of reasoning, of course, could be that it is desirable to actually increase foreign news and provide a better balance than is perhaps provided when stories are filtered according to traditional news values in which conflict and violence are more likely to dominate.

Table 1

Frequency of Media Use

Medium	Never	Once or Twice a Week	Nearly Everyday	Every-day	Total
Newspaper	5.5%	9.5%	11.9%	73.1%	100%
Local TV News	11.4	10.9	33.3	44.3	100
Radio News	22.4	10.9	10.4	56.2	100
Network TV News	22.0	14.9	26.9	34.3	100

(N = 201)

Table 2

Media Use ASsociated with Demographics (Gamma)

	Education	Age	Sex
Newspaper	N.S.	.24*	N.S.
Local TV news	N.S.	N.S.	N.S.
Network TV news	N.S.	.20*	N.S.

*$p < .01$

Table 3

Media Evaluations

STATEMENT		OVERALL MEAN
1. On top of current developments	TV	4.04*
	Paper	3.89
2. Provider in depth understanding	TV	2.79*
	Paper	3.30
3. Reporting is very accurate	TV	2.96*
	Paper	2.66
4. Has the kind of news I like	TV	3.44
	Paper	3.34
5. What I need to keep well informed	TV	3.43
	Paper	3.49

N = 201

Where fully agree = 5

* T value significant at the .01 level

Table 4

Media Evaluations by Education and Sex.

	STATEMENT		LOW ED.	MEDIUM ED.	HIGH ED.	FEMALE	MALE
1.	On top of current developments	TV	4.20	4.10	3.90	4.20	3.90
		Paper	4.00	3.90	3.70	3.80	3.90
2.	Provider in depth understanding	TV	3.40	2.80	2.30**	3.02	2.59*
		Paper	3.57	3.2	3.07	3.35	3.25
3.	Reporting is very accurate	TV	3.10	2.90	2.91	3.07	2.90
		Paper	2.71	2.56	2.74	2.47	2.84*
4.	Has the kind of news I like	TV	3.73	3.46	3.13*	3.53	3.45
		Paper	3.63	3.33	3.09*	3.24	3.43
5.	What I need to keep well informed	TV	3.96	3.45	2.91**	3.62	3.25**
		Paper	3.86	3.35	3.17**	3.40	3.46

Where: Strongly agree = 5
Low Ed. = no college; Medium Ed. = some college; High Ed. = graduate school.

*AOV significant at the .05 level, across demographic levels

**AOV significant at the .01 level, across demographic levels

Table 5

Subjects Expressing
Interest in Foreign News from
Geographic Areas

Region	Expressing Interest	Coverage Sufficient	Coverage Insufficient
Asia	49 (24.4%)*	31 (15.4)	18 (9.0)
Europe	91 (45.3)	70 (35.8)	21 (10.4)
Africa	42 (20.0)	19 (9.5)	23 (11.4)
M. East	33 (16.4)	22 (10.9)	11 (5.5)

* per cent of total sample (N - 201)

Table 6

Subjects Expressing
Interest in Subject Areas in Foreign News

Subject Area	Too much news	Right amount	Not enough news	Association with Education (Gamma)
Political News	21 (15.4%)*	116 (57.7)	49 (24.4)	---
Economic News	13 (6.5)	109 (54.2)	71 (35.3)	.36 ($p < .01$)
Social Problems	24 (11.9)	92 (45.8)	80 (39.8)	.43 ($p < .001$)
Violence	98 (48.8)	77 (38.3)	20 (10.0)	---
Ordinary People	5 (2.5)	102 (50.7)	88 (43.8)	---
Culture and Customs	3 (1.5)	68 (33.8)	126 (62.7)	.48 ($p < .001$)
Vacation and Travel News	8 (4.0)	127 (63.2)	61 (30.3)	---

*percent of total sample (N = 201)

Table 7

Subjects Free Recall of
Foreign News Stories

Category	Recalled none	Recalled 1	Recalled 2	Recalled 3	Recalled 4
Local Stories	111 (55.2%)*	59 (29.4)	24 (11.9)	6 (3.0)	1 (.05)
National Stories	84 (41.8)	60 (29.9)	34 (16.9)	20 (10.0)	3 (1.5)
International Stories	59 (29.4)	69 (34.3)	54 (26.9)	14 (7.0	5 (2.5)

*As percent of total sample (N = 201)

Table 8

Medium Identified as Source of Recalled

Foreign News Stories

	Newspaper	Television	Radio	Magazine	Discussion
Stories	66	88	36	9	4

Table 9

Number of Subjects Who Remembered Stories with Aided Recall

Story Location	Didn't Remember	Vaguely Remembered	Definitely Remembered
Russia	60 (29.9)*	11 (5.5)	130 (64.7)
Canada	111 (55.2)	22 (10.9)	68 (33.8)
W. Germany	108 (53.7)	7 (3.5)	86 (42.8)
Bolivia	183 (91.0)	12 (6.0)	6 (3.0)
Afghanistan	180 (89.6)	9 (4.5)	12 (6.0)
Vietnam	122 (60.7)	31 (15.4)	48 (23.9)

*As percent of total sample (N = 201)

Table 10

Average Interest Scores for All Stories (5=Most Interested)

	1. Nigeria	2. England	3. Canada	4. Japan
A. Political				
1. Neutral	1.98	2.98	2.92	2.21
2. Conflict	2.06	1.98	2.92	2.14
3. Affinity	3.16	3.24	3.26	3.54
4. Personification	2.40	2.10	2.76	2.07
B. Economic				
1. Neutral	2.25	2.82	3.04	3.12
2. Conflict	2.90	2.96	3.02	3.56
3. Impact	3.17	3.37	3.69	3.71
4. Personification	2.41	3.27	2.80	3.15
C. Violence	3.31	3.63	3.66	3.35
D. Human Interest	2.38	2.36	2.63	2.21
E. Cultural Affairs	2.39	2.87	2.90	2.64
F. Sports	2.71	2.82	2.54	2.76

Table 11

Average Interest Rating Scores for All Factor Levels (5=most interested)

FACTOR	MEAN SCORE	NUMBER OF STORIES
Subject Factor		
Political story	2.61	16
Economic story	3.08	16
Violence story	3.49	4
Human Interest	2.40	4
Cultural event	2.70	4
Sports	2.71	4
Country Factor		
Nigeria	2.59	12
England	2.87	12
Canada	3.01	12
Japan	2.87	12
Treatment Factor		
Straight/Neutral	2.67	8
Conflict emphasis	2.69	8
Impact	3.49	4
Affinity	3.30	4
Personification	2.62	8

Table 12

Probability Levels for Main Effects (T-Test)

I. Subject Factor

	Pol.	Econ.	Viol.	H.I.	Culture	Sports
Politics		.000	.000	.049	.191	.396
Economic		----	.000	.000	.001	.002
Violence			----	.000	.000	.000
Human Interest				----	.005	.011
Culture					----	.880
Sports						----

II. Country Factor

	Nigeria	England	Canada	Japan
Nigeria	----	,009	.000	.009
England		----	.063	.944
Canada			----	.078
Japan				----

III. Treatment Factor

	Straight	Conflict	Impact/Affin.	Personification
Straight	----	.530	.000	.557
Conflict		----	.000	.288
Impact/Affinity			----	.000
Personification				----

Table 13

Comparison of Projection and Behavior Scores for Subject Interest

Subject Area	Rank by Interest Rating	Rank by Projection
Violence	1	5
Business/Economics	2	3
Cultural Affairs	3	1
Politics	4	4
Human Interest	5	2

Table 14

Civil Attitudes Associated With
Media Behavior (Pearson r)

ATTITUDE STATEMENT	MEAN SCORE	NEWSPAPER USE	NETWORK TV VIEWING	RECALL OF FOREIGN NEWS
1. Foreign Policy best left to government	3.73*	.09	.10	.02
2. Foreign Policy matters are too complex	2.98	.04	.07	.04
3. Average Citizen has no influence in foreign policy	3.05	.05	.06	.10
4. World Peace is little affected by how knowledgeable we are	3.22	.08	.00	.15 (p=.02)
5. International News leaves me confused	3.03	.04	.01	.10

*Where strongly agree = 5

Table 15

Personal Attitudes Associated with Education

ATTITUDE STATEMENT	OVERALL MEAN SCORE	EDUCATION LOW	EDUCATION MEDIUM	EDUCATION HIGH
1. Foreign Policy best left to government	3.73	3.02	3.93	4.02[2]
2. Foreign Policy matters are too complex	2.98	2.39	3.14	3.24[1]
3. Average Citizen has no influence in foreign policy	3.05	2.76	3.17	3.09
4. World Peace is little affected by how knowledgeable we are	3.22	2.55	3.32	3.65[2]
5. International News leaves me confused	3.03	2.67	3.12	3.20

1. AOV significant at .01 level

2. AOV significant at .001 level

Footnotes

1. Jonathan F. Gunter, "An Introduction to the Great Debate", Journal of Communication, 28:4 (Autumn 1978), p. 145.

2. John P. Robinson, "World Affairs Information and Mass Media Exposure," Journalism Quarterly, Spring 1967, p. 23.

3. John Lent, "Foreign News in the American Media," Journal of Communication, 27:1 (Winter, 1977) p. 469.

4. Al Hester, "Foreign News on U.S. Television," unpublished paper presented to IAMCR, 1976, p.5, "Theoretical Considerations in Predicting Volume and Direction of International Information Flow", Gazette, 19 (1973) p. 238-247.

5. George Gerbner, "Press Perspectives in World Communications: A Pilot Study," Journalism Quarterly, 38:2 (Summer, 1961); "The Many Worlds of the World's Press," with George Marvanyi, Journal of Communication, 27:1 (Winter 1977).

6. Gertrude Robinson and Vernone Sparkes, "International News in the Canadian and American Press: A Comparative News Flow Study," Gazette, Vol. XXIII, No. 4, 1976.

7. See also Ronald Hicks and Avishag Gordon, "Foreign News Content in Israeli and U.S. Newspapers," Journalism Quarterly, 51:44 (Winter 1974) p. 639.

8. E. Ostgaard, "Factors Influencing the Flow of News," Journal of Peace Research, 2:1 (1965).

9. Johan Galtung and Mari Holmboe Ruge, "The Structure of Foreign News," Journal of Peace Research, 2:1 (1965).

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11. Karl Rosengren, "Four Types of Tables," Journal of Communication, 27:1 (Winter, 1977) p. 67f.

12. Galtung and Ruge, op.cit. p. 65; Sande op. cit. p. 222.

13. Ibid.

14. Ibid.; Hester, "Theoretical Considerations...", p. 242.

15. Galtung and Ruge, op. cit.; Sande, op.cit.; Rosengren, p. 69-70; Hester, op. cit., p. 241, 245.

16. Galtung and Ruge, op.cit.; Sande, op. cit.

17. Ibid.

18. Ibid.; Hester, op.cit., p. 245; Lent, op.cit., p. 47.

19. Galtung and Ruge, op. cit.; Sande, op. cit.

20. L. Erwin Atwood, "How Newsmen and Readers Perceive Each Other: Story Preference," Journalism Quarterly, 47:2 (1970) p. 298.

21. Galtung and Ruge, op. cit., p. 71.

22. Ibid., p. 72. This formulation of the Complimentary Hypothesis is an extension of what appears to be the underlying logic of Galtung and Ruge's original statement. If an event is weak on some news values, then it must be extra strong on other dimensions to compensate for this weakness. It would follow from this that the newsworthiness of a particular event can therefore be enhanced by inflating or emphasizing aspects of the event that are in line with supposed news values. Rosengren has suggested a similar extension of the Complimentary Hypothesis (Karl Erik Rosengren, "International News: Methods, Data and Theory," Journal of Peace Research, 11:145, 1974.)

23. Hillier Krieghbaum, "Newspaper is Main Channel for News for Most People," Editor and Publisher 91:35 (Aug. 1958) p. 11.

24. "Dimensions of Interest in General News Stories," News Research for Better Newspapers, Vol. 4, Chilton R. Bush, ed. (ANPA Foundation, 1969) p. 54-59.

25. "Best Coverage of Public Affairs News by Print and Broadcast," News Research for Better Newspapers, op. cit., p. 47-50.

26. Philip Palmgreen and Peter Clarke, "Agenda Setting with Local and National Issues." Communications Research 4:4 (October, 1977) p.435f.

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29. Gary Coldevin, "Internationalism and Mass Communication," Journalism Quarterly, 49: 365-68 (1972).

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34. Maxwell McCombs and Paula Poindexter, "Civic Attitudes and Newspaper Readership," unpublished paper, Communications Research Center, Syracuse University, October 1978.

Footnotes (cont'd)

35. Coldevin, op. cit; Roper, op. cit.

36. John P. Robinson, "Mass Communication and Information Diffusion," in Current Perspectives in Mass Communication Research, F. Gerald Kline and Phillip Tichenor, editors (Sage: Beverly Hills, 1972) p. 79.

37. Atwood, op. cit, p. 301-302.

38. John Hohenberg, "The Foreign News Correspondence," Saturday Review, January, 1969, p. 116.